



Chelan-Douglas Health District

200 Valley Mall Parkway, East Wenatchee, WA 98802

Language Access and Communications Director			
Department:	Communications and Outreach	Reports to:	Health Administrator
Direct Reports:	Outreach Coordinator and Communications Coordinator		
Assignment Category:	<input checked="" type="checkbox"/> Full time <input type="checkbox"/> Part Time <input type="checkbox"/> Temporary		
Classification:	<input type="checkbox"/> Non-Exempt <input checked="" type="checkbox"/> Exempt		
Compensation:	\$6,809.87/Mo. - \$9,125.88/Mo. Per Line C of the Wage Scale		
Option to become a member of the local collective bargaining unit?		<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	

Summary Description: The primary responsibility of the Language Access and Communications Director is to communicate public health emergencies, research, events, and education to the communities of Chelan and Douglas Counties. Language access services are equity in action. Community based language access service programs provide timely, culturally responsive and accurate information to local and regional communities. This director will coordinate with regional and state language access programs, as well as promote public health campaigns and awareness through various outlets including radio, TV, online social media and newsletters. This position will serve as the Public Information Officer (PIO) during incident command, build and enhance relationships with stakeholders, and will supervise community outreach events.

Job Duties and Responsibilities (Essential Functions):

Communications:

1. Develop, implement and maintain the communications strategy, in accordance with Public Health Accreditation Standards, to increase visibility of public health issues.
2. Serve as the Public Information Officer (PIO) in emergencies.
3. Work with various departments and subject matter experts (SMEs) to provide timely, statewide, locally relevant and accurate information to communities on the following topics:
 - a. Environmental public health issues and health impacts from common environmental or toxic exposures.
 - b. Prevention and control of communicable disease and other notifiable conditions.
 - c. Emerging and ongoing maternal, child and family health trends, taking into account the importance of childhood adversity and health inequities.
 - d. Medical, oral and behavioral healthcare system and services available.
 - e. Chronic disease (including behavioral health), health risks, injury and violence prevention.
4. Ability to communicate with diverse communities across different media, with an emphasis on populations that are disproportionately challenged during disasters, to promote resilience in advance of disasters, and protect the public's health during and following disasters.
5. Engage and maintain ongoing relations with local and statewide media; respond to media requests and interviews; manage press conferences.

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6. Build awareness of brand, CDHD functions and services.
7. Draft and finalize communications; ensure all are in English and Spanish as per agency standards.
8. Lead the generation and updating of online content, including:
 - a. Management of the CDHD website, including contractors, with updated information.
 - b. Plan and produce public health social media campaigns, including Facebook, Twitter (X), Instagram and YouTube.
 - c. Facilitate the production of public health videos.
 - d. Produce and approve newsletters and educational materials.
 - e. Evaluate website and social media analytics and provide regular reports.
9. Produce radio PSA scripts, newspaper ads, press releases and thermographics.
10. Create and maintain media campaigns: update radio, paper and digital ads.
11. Attend weekly/ongoing stakeholder meetings.
12. Manage ongoing Public Health campaigns with health officer, CDHD programs or other community partners.

Outreach

13. Ability to create and maintain relationships with diverse partners, including:
 - a. Health-related national, statewide and community-based organizations.
 - b. Community groups or organizations representing populations experiencing health inequity.
 - c. Private businesses and healthcare organizations.
 - d. Religious or faith based groups.
 - e. Tribal Nations and local, state and federal government agencies and leaders.
14. Plan and organize events within the service district to increase awareness of various public health concerns, in alignment with the Strategic Plan.
15. Prepare and manage outreach team and budgets to ensure program success.
16. Coordinate with local stakeholders, organizations and community members to identify community needs, or opportunities for collaboration.
17. Support community education through school events, parent conferences and general outreach.
18. Incorporate opportunities for identified partners and supporters to share messaging.

Supervisor/Administration

19. Mentor and coach staff in facilitation of communications, language access and outreach activities.
20. Establish appropriate budgetary allocations and manage spending.
21. Perform employee reviews and assessments.
22. Assist with new employee onboarding, trainings and continuing professional development.
23. Facilitate necessary in-house trainings or competency verifications for interpreters or staff communicating to the public.
24. Ensure a safe, secure and inclusive work environment.
25. Provide strategic direction for employees and department, and continuously evaluate outcomes.



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Knowledge/Skills/Abilities:

- Able to teach and support departments in creating public information, as well as presenting to the media via radio, television or other interview.
- Excels at working within team. Is patient and objective in difficult situations with different types of people. Able to influence others to get "onboard" with company initiatives. As unique situations arise, position must be sensitive to company needs as well as colleagues and other internal personnel.
- Strong organizational, time management and project management skills. Ability to manage multiple and varied tasks in a fast-paced, high-volume regulated environment, highly proficient organizational skills and keen attention to detail.
- Strong analytical skills, with an ability to troubleshoot, problem-solve and effectively and efficiently make decisions.
- Improves the company's overall effectiveness by developing and implementing solutions and applying continuous improvement practices to increase efficiency and reduce costs.
- Ensure ethical conduct at all times. Act with integrity and honesty, abide by all HR principles and objectives including confidentiality, projecting a positive impression of the company and maintaining a respectful atmosphere.
- Strong communication skills with external and internal personnel to include:
 - Active listening; articulating clearly and confidently.
 - Strong technical writing skills.
 - Good negotiations skills.
 - Strong public speaking skills.
 - Strong business management and people relationship skills used to make decisions on what and when to communicate with others.
 - Report non-routine occurrences that may disrupt deadlines immediately to those concerned.
 - Facilitate positive, timely, and appropriate communication amongst management and subordinates. Strive for clarity and for alleviation of tension when the need arises.
 - Able to be effective in a wide range of cultural groups and cross-cultural relationships and have the ability to communicate clearly to non-native speakers.
 - Able to apply appropriate learning styles in response to learner demographics.
- Continue own education by staying informed of industry trends, learning new skills and sharing relevant information with others. Take advantage of professional development activities when possible.
- Must successfully manage and administer the assigned annual operating budget.
- Ensure that the time and attendance policy is being adhered to.
 - Ensure overtime is monitored and team members are scheduled according to operational needs. Minimize overtime when possible.
 - Ensure that all working hours, including overtime, have been approved and recorded accurately and truthfully for each time period worked.



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Required Qualifications (Minimum):

- BS or BA degree in Communications, Journalism, English, Spanish or related field such as public relations, marketing, business administration, etc.
- Bi-lingual in Spanish and English (languages such as Vietnamese, American Sign Language, Russian or Ukrainian may substitute for Spanish based on experience)
- 2+ years in supervisory experience managing multiple staff members.

Desired Qualifications

- PIO Certification through FEMA (can be provided on the job)
- 5-10 years' experience in communication, outreach or language access.
- Health literacy campaign experience.
- Interpreter or Translator Certification

Physical Requirements:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job with or without accommodation:

- Visually or otherwise identify, observe, and assess distance, color, and depth, required to regularly communicate with others and exchange accurate information.
- Able to operate a computer and other office productivity equipment, able to remain stationary at a computer for extended periods and move around their assigned workspace.
- Frequently move up to 25 pounds and occasionally move up to 50 pounds. The employee must be able to work within different temperature changes, indoors to outdoors; moving between buildings, inventory racks and working around moving equipment/machines; occasionally ascend/descend a ladder or stairs as required.
- Ability to comply with the health policy or requested accommodation.
- May be required to wear PPE as needed.

This job description is not intended to describe, in detail, the multitude of tasks that may be assigned but rather to give you a general sense of the responsibilities and expectations of what this position requires. As the nature of business demands change, so may the essential functions of this position.

Supervisor's Signature

Date

Employee Name (Print)

Date

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Employee Signature

Date

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